

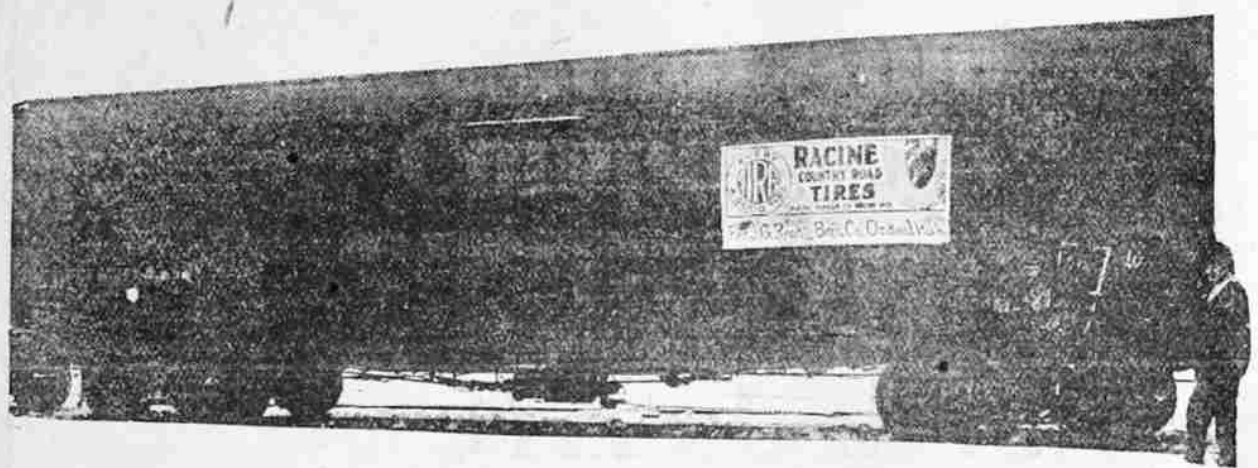


These photos show two straight cars of Racine Tires, received by J. G. Read & Bros. Company, since January 20th, 1917. The third carload is on the way.

The increasing demand for the Racine Country Road Tire bespeaks the quality of the tire. They are guaranteed 5,000 miles, have gone 10,000 and better. They are wrapped treads and the prices are right.

J. G. Read & Bros. Company

FACTORY DISTRIBUTORS.



CAR SHORTAGE A PROBLEM

"Delay in production is certain in practically all automobile plant throughout the country this year, due to several unusual conditions, the most important of which is shortage of certain materials," is the statement made

by Manager Malan of the Goodale-acoville company.

"The automobile buying public does not realize in slightest degree the difficulties which will confront them when they decide to purchase and take delivery of an automobile in the spring. This year the automobile they select in the spring is unlikely to be ready for delivery at that time, due to the most unusual and most threatening conditions that have confronted the automobile industry from the time of its inception.

"Everyone, of course, is generally familiar with the fact that shortage of material are constantly arising

What they do not realize is that these shortages are serious enough to hamper greatly the efforts of all manufacturers. This, coupled with disorganized and congested railroad traffic and the lack of coal in some sections, will oblige automobile manufacturers to slow down, if not for a period of indeterminate length, suspend operations entirely.

"Prospective automobile buyers who intend to order and obtain a motor car late in the season should be acquainted with the unfortunate conditions surrounding the automobile industry today for their own benefit. Nothing is to be gained by hiding the facts.

DODGE BROTHERS ROADSTER

No source of supply can have too high a standard for Dodge Brothers—nothing too good can be offered for Dodge Brothers car.

That policy, plus a process of research, test, refinement and proof, make for continuous progress.

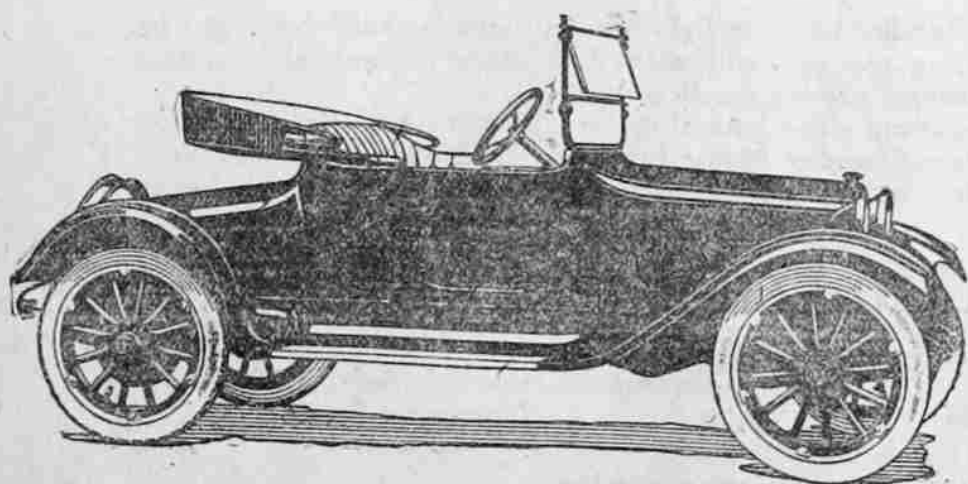
That is why the car is worth more money than ever, though still sold at the same price.

That is why its value is always growing greater.

It will pay you to visit us and examine this car.

The gasoline consumption is unusually low.
The tire mileage is unusually high.

Touring Car or Roadster, \$785; Winter Touring Car or Roadster, \$950; Sedan, \$1185. (All prices f. o. b. Detroit)



Cheesman Auto Company

2566 Washington Avenue. Phone 325.

THE DEAD TIRES WORTH \$3,000,000

Last year the motorists of the United States took from their wheels and replaced some 2,000,000 tires, which had apparently run their course, representing an original expenditure of about \$300,000,000, according to a statement just issued by the National Automobile Chamber of Commerce.

The cry of the car owners who discarded this great multitude of tires is for better tires, less tire trouble, fewer tire changes, longer tire life, lower cost per mile. Yet, through the application of the simplest methods of tire conservation, at the command of every motorist, it is estimated that fully one-half of this enormous mortality in tires and loss in money might have been prevented. Thousands of these tires were replaced because they had passed away before their time.

If \$300,000,000 of the nation's tire bill could be saved annually, five magnificent highways could be built across the continent each year and the nation so honey-combed with motor roads as to put every nook and corner of it in direct touch with the big centers of population. Another Panama canal could be built in three years, the national debt lifted in seven years, or a fleet of ten first-class battleships built for our navy each year.

Through the establishment of service stations throughout the country the Goodyear Tire and Rubber company has set about to combat the conditions that have been costing so much money and worry. Each of these stations is equipped to help car owners get the most possible mileage and reduce the tire cost per mile to an absolute minimum.

RALPH MOLFORD THEORY AMBASSADOR

Ralph Molford, who will hold the star racing wheel for the Hudson Motor Car company's team this year, in addition to his place as driver, occupies also the unique, though unofficial, position of ambassador of fact to the realm of theoretical motor engineering. In his hundreds of big contests the daring driver has seen with the vision that vivid moments of excitement bring, where mechanical conditions are at fault, where something failed at a crisis, where the supreme moment found out a weakness that theory would never have detected.

Molford and other members of the racing team keep constantly in touch with the engineering department of the company, and many of their suggestions have proved of value. Advertisement.

RETAIL STORES ARE TO DISCONTINUE 'TREATS'

A movement is on foot among the retail stores of Ogden to discontinue the custom of giving a "treat" when customers pay their monthly bills.

This custom was general many years ago, but has been practically discontinued. Ogden being one of the very few cities which has not abandoned it. The merchants appear to be willing to do their part, as far as possible, in reducing the high cost of living and to that end are making efforts to eliminate some of the perquisites of the trade, thus holding down eventual cost to the consumer.

HELPFUL HINTS.
Remember that a tire with too much air in it loses all the benefits of a pneumatic tire, as it makes a hard-riding car and shakes the mechanism too much, shortening its life. There is but little danger of exploding the tire, as air pressure systems rarely run above 125 pounds. The only disadvantage of a hard tire is its bad effect on car and occupants.

A tire pressure gauge is worth its weight in gold to the motorist, as it will save many dollars in the course of a year. Don't guess at the pressure in your tires, but make sure it is right. Some people pretend to tell the pressure by feeling the resistance when they kick the tire. This tells nothing and is not a reliable method. Use a gauge and be safe.

Many motorists are content to drive their cars ahead day after day, but do not realize the necessity of learning to back properly. Then when they must back suddenly they hit something. Practice backing until it is as easy to you as driving forward. Some day you will have reason to be thankful for this.

When about to coast down a long, steep hill, especially with a heavy car, it is well to put the gears in low speed, even though you do not intend to use the engine on a brake. It will give you an added sense of security, for if anything should happen to the brakes you have your motor to fall back on, and you will not have to take chances in not being able to mesh the gears.

A careful study of the starting and lighting system will prove interesting and profitable. There are not many things to do until you have mastered it. Study the instruction book; read books and magazines and you will find it gradually becoming more clear and you will gain a knowledge of electricity which will benefit you greatly.

\$4,000,000 FOR ROADS.
If the state highway commission of Idaho is granted the legislative appropriation it calls for in a report filed with the governor, it will have approximately \$4,000,000 to spend during the next two years. Among recommendations made by the commission is a revision of the motor vehicle tax law, in order to provide larger funds for the maintenance of state highways.

DEMANDS FOR TRUCKS GREATLY INCREASED

"One explanation of the increased demand for motor trucks, which during the year has by far surpassed all expectations, is indicated by a letter from a Kiesel dealer in a small middle western city," said A. D. Noblitt yesterday.

"This letter, a copy of which has just been sent to me by the factory, was in response to a query as to the trade outlook."

The letter reads in part as follows: "Just a year ago we had two trucks on our floor which we had stocked at your request and not because we wanted them. Recently we ordered from you five freight car loads because we wanted them, these in addition to orders that you already had booked for shipment."

OWNER OF MANY MOTORS DONATES FOR USE IN WAR

In reply to the chairman of the contest board of the A. A. Richard Kennard's urgent letter asking that the registered racing drivers now in Los Angeles signify how they would serve this country in case of war, William Weightman, president and manager of the Burbank theatre, noted millionaire sportsman and racing king, sent the following:

"In the event of war I will turn over to the government my entire string of racing cars, two airplanes, the services of all drivers under contract to me and all mechanics."

William Weightman's reply to Mr. Kennard has much significance attached to it inasmuch as the auto racer owns two racing Duesenbergs, the two that were seen at Santa Monica races last year; one racing Fiat of 120-horsepower, which has won many races; two special racing cars with Wisconsin motors, one called the J. B. C. special and the other the Weightman special; one Stutz touring car, one Pathfinder twelve-cylinder roadster, two Singer six-cylinder cars, one Chalmers six-cylinder sedan, one Ford car, now used for hauling Weightman's trained bear, and two airplanes equipped with Gnome and Hall-Scott motors.

Mr. Weightman sent Eddie Rickenbacher, his famous driver, to England just a few months ago to purchase two new racing cars, which would have been offered to the government also if Rickenbacher had succeeded in getting them, but their run-down condition caused Weightman to cancel the order.

The sportsman wanted new cars capable of doing at least 107 miles per hour.

AUTOMOBILE CONCERN OFFERS FACTORY TO U. S. IN CASE WAR COMES

President J. J. Jones of the Jones Motor Car company has telegraphed President Wilson that the that the Jones company would, in case of war, give the use of its factory for purposes of manufacturing munitions and war equipment.

The Jones plant covers a floor space of practically 125,000 square feet and is in North Wichita. President Jones also offered the government the land adjoining the factory, comprising from 80 to 100 acres for use as a governmental operation aviation school.

UTAH-IDAHO STOCK MAY BE DOUBLED

The board of directors of the Utah Idaho Sugar company at a meeting yesterday decided that a special meeting of the stockholders should be called for Tuesday, April 17, for the purpose of amending the articles of incorporation and increasing the capital stock from \$10,000,000 to \$20,000,000. In the event these recommendations are adopted by the stockholders two shares of the new stock will be issued for each share of the present stock, all the stock to be of a uniform class.

At the conclusion of the meeting the following statement was made by General Manager Thomas R. Cutler: "The board of directors decided to have the special meeting of the stockholders called and to recommend the amendment of the articles of incorporation, doubling the stock and issuing two shares of the new stock for each one of the old. I am pleased to say that the assets of the company will justify such a step; the earnings of the past two years, due to war prices we received for sugar, and the profit realized by the company some years ago in disposing of its power plant on the Bear river, having been held in accumulation until the present time. The issue will represent actual values, with not a dollar of water."

"The stockholders are to be congratulated on the favorable showing made in the last few years, especially in view of the hardships through which the industry passed in 1916. The total cost of beets was heavier than ever before in our history, due to the advances made in the price per ton and to the large amounts allowed the farmers whose beets were frozen, many of which are still in the ground, or say nothing of the other increases in the costs of production. Added to that was the fact that the beets ran about 1 per cent lower in sugar content than the year before, which entailed a heavy loss to the company. Still another factor was the tremendous shrinkage in the beets paid for before they could be worked. This ran as high as 11 per cent, against an average of 5 per cent in previous years. The price paid for beets during the coming year, under the new contracts, will, of course, be much higher than last year, the basis being \$7 per ton, which, with freight, shrinkage, etc., will raise the average total from \$7.75 to \$8 per ton, but, in spite of this we hope that there will be a large increase in the acreage planted, which, if the planting and growing conditions are favorable and a fair crop is harvested, will enable the company to make a good showing for the year to come."

The World's Champion
Non Stop
Car

Maxwell

A High Grade
Complete
Automobile

Utah-Idaho Motor Co.
Division Two
C. H. WILSON, Mgr.
Phone 891. 2369 Hudson.

SEVEN NAMED BY GOV. BAMBERGER

SALT LAKE, March 24.—Robert Howard of Hiawatha, as state coal mine inspector, and Frank D. Brown of Salt Lake, as commissioner of immigration, labor and statistics, were appointed yesterday by Governor Simon Bamberger.

The governor also named the five members of the state board for examination and registration of nurses, a new board created by an act of the recent legislature.

Mr. Howard will succeed J. E. Pettit as state coal mine inspector and will hold the office until July 1, when the department will be taken over by the industrial commission. The work of the department will then be conducted under the direction of the commission, but it is expected that Mr. Howard will continue his work in the capacity of coal mine inspector, but perhaps with a different title.

Democrat Named.
The new inspector is a Democrat, was formerly superintendent of the

Cameron Coal company at Hiawatha, formerly county commissioner of Carbon county and also a member of the Carbon county school board.

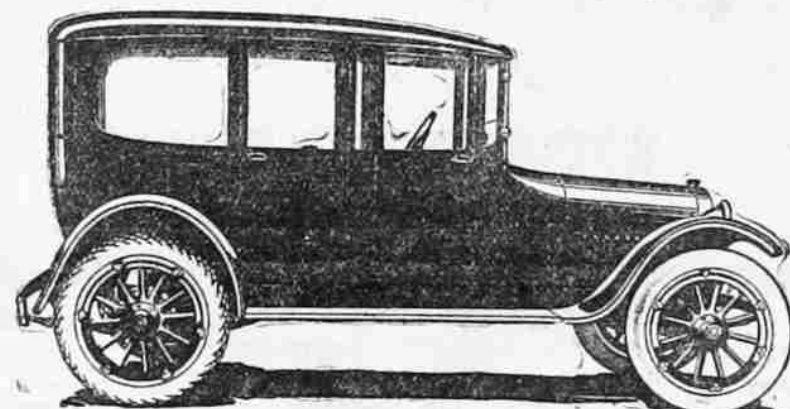
Mr. Brown, who is named to succeed H. T. Haines as commissioner of immigration, labor and statistics, will hold office in like manner to the coal mine inspector, this office being absorbed by the industrial commission July 1. The work is to be continued as a department under the direction of the commission, however, and it is expected that Mr. Brown will continue to handle the work.

Mr. Brown has been a special auditor in the office of State Auditor Jos. Ririe, and was assigned to the land board audit when that was first commenced, but later left that work.

On the board for registration of nurses the governor named Miss Ella Wicklund, graduate of the Holy Cross hospital of Salt Lake; Miss Laura G. Willis, graduate of St. Mark's hospital of Salt Lake; Miss Stella Sainsbury, graduate of the L. D. S. hospital of Salt Lake; Miss Zina Johnson, matron of the Provo General hospital, and Miss Sarah Bastow, superintendent of the Utah-Idaho hospital at Logan.

Miss Wicklund is now superintendent of the obstetrics division at the Holy Cross hospital, it is stated, and saw war nurse service in France just after the outbreak of the world war.

Oakland



SENSIBLE "SIX"

The warm welcome won from critical motor car buyers by the Oakland Sensible "Six" is only the natural recognition inevitably accorded tangible motor car merits. No more, no less. From time to time other cars may have appeared which seemed, in advance, to dispute the place of the Oakland "Six." But close comparison has invariably served rather to quicken the realization of Oakland superiority. There never has been—there never will be—in the minds of most men, any sensible substitute for inimitable quality. The super-smoothness of the mighty power flow, the incomparable charm of the distinctively designed body, the roominess, yet lightness and compactness, of the car—being features of the Oakland Sensible "Six"—are of resistless appeal to those who seek the fullest measure of motor car service—of motor car value. For its price class the Oakland Sensible "Six" stands alone.

Let us demonstrate—our time is yours

CADILLAC COMPANY OF OGDEN

Cadillac and Oakland Pleasure Cars.

Federal Trucks. Troy Trailers. United States Tires.
432 25th St. Phone 387.